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Advertising Age

50 YEARS 1930-1980

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Inflation doesn't deflate luxury spending

By NANCY GIGES

NEW YORK—Research by two major agencies suggests that while Americans are well aware of inflation's impact on their lives, certain priorities are so important that high costs aren't dampening their spending spirit.

According to a study by BBDO, even though 91% of consumers believe inflation has affected their lives, only 44% say it has greatly affected the amount they spend on luxury items.

The BBDO survey suggests that the supermarket is one place consumers are scrimping so they can "splurge" on luxuries. But a Dancer Fitzgerald Sample survey solely on food concerns placed worries about costs a close second behind taste, and found that for a sizable segment, avoiding certain factors such as preservatives, sugar, fat, salt, cholesterol and excessive calories are an overriding concern.

In the BBDO results, 37% of consumers said tight money has greatly influenced what they spend on fun—a figure the agency expected to be higher.

Realizing that consumers might not want to admit spending on luxuries when many believe they should be scrimping, BBDO first asked what they thought others were splurging on. The agency believes these figures are more indicative of what respondents were spending themselves than what they said about their own behavior.

For example, 30% said they thought others were buying major appliances while only 17% said they themselves were. For movies, 29% said others were splurging while only 13% admitted they themselves were.

According to BBDO, consumers are relying on a variety of cost-saving measures to help reduce their supermarket tabs. Some 75% say they are buying items on sale and paying more attention to price advertising than five years ago. A majority are comparison-shopping with greater frequency and stepping up their use of coupons. They are preparing less expensive meals, buying only necessities and purchasing the economy size of many items, BBDO found.

However, according to DFS results, younger people, especially single-person households, have the lowest concern for nutrition and cost and the greatest interest in convenience foods. People over 50 have higher concerns for nutrition and cost.

Although U.S. Department of Agriculture figures show that about 80% of households use coupons, the DFS study discovered only about 56%. It found it surprising that there was no difference in household penetration of coupon use between those with high concern *vs.* low concern for food costs. The dominant factor differentiating segments that use and don't

(Continued on Page 70)

Did the Russians miscalculate?

IZMIRA

Finally you can serve the finest imported vodka without buying Russian.

IZMIRA has persuaded a vodka that makes vodka a whole new experience. Distilled from white beets and imported from Turkey, IZMIRA has a way of letting your friends and relatives know, feel, and share some joy. Your appearance, the sincere warmth of the smile you've aimed them to share with you. And IZMIRA has the kind of sophistication that makes serving it an excellent taste. L'Chayim!

Chinese attack. . . . . so do the Turks

Deluxe, imported vodkas produced outside the U.S.S.R. are exploiting the outcry that has followed Russia's invasion of Afghanistan, by sniping at the leader Stolichnaya, imported from the Soviet Union. Romann & Tannenholz handles Tsingtao for Monarch Wine Co., and E. T. Howard is agency for Izmira.

Chrysler package going for broke

By RALPH GRAY and LOUIS A. FANELLI

DETROIT—Chrysler Corp.'s new marketing package that includes a money-back guarantee is an automotive first that may be a last. Other auto makers greeted the "unprecedented, unsurpassed, unbelievable" program cooly.

But the struggling Chrysler will concentrate "all our advertising and marketing firepower" on the guarantees in a "saturation schedule" on tv, magazines and newspapers.

Not only will Chrysler offer unsatisfied customers their money back, the company also will give free scheduled maintenance for 24,000 miles or 24 months (12/12 for imports), a free membership in the Amoco Motor Club and $50 for test driving a Chrysler vehicle.

"This is the beginning of a whole new way of doing business in the automotive industry," said president J. Paul Bergmoser at a New York press conference. "For years the consumer has demanded better protection on his car purchase and better protection against his service needs."

General Motors and Ford Motor Co. had no official comment on the Chrysler action, and American Motors said it wouldn't follow any of the four points. "It is not a new era dawning in automotive marketing," one industry analyst said. "The rebates weren't either. Nobody followed them this time around."

The $50 test drive and money-back provisions may be "an open invitation for people to pick their pocket," he said.

An automotive adman commented: "This is the kind of thing Chrysler has to try—a desperation move. But all of us have to try new

(Continued on Page 70)

RKO loss may spur rewrite bill

WASHINGTON—The Federal Communications Commission's action killing RKO General's tv operations in three big cities dismayed the broadcasting industry but offered the consoling prospect of renewed congressional interest in a communications act rewrite.

National Assn. of Broadcasters senior vp-general counsel Erwin Krasnow said FCC's action against RKO last week was "most unfair" and goes directly to the issue of "license stability."

Legislation before the Senate communications subcommittee

(Continued on Page 70)

Major tv producers drop chiefs

By MAURINE CHRISTOPHER

NEW YORK—At least two of the leading tv software suppliers will start the 1980-81 sales season at the National Assn. of TV Program Executives mid-February meeting, in San Francisco, with new men at the top.

Dramatic executive suite upheavals occurred very close together at Time-Life Films, where Austin O. Furst Jr. moved in to succeed Bruce L. Paisner, and at Metromedia Producers Corp., where the search is on for a successor to Lennart Ringquist. Each presidential departure was officially described as a resignation.

In both cases there were reports that heavy expenditures for ambitious production projects—miniseries at Metromedia and movies at Time-Life—were at least partly responsible for getting the execs into trouble with corporate financial watchdogs.

• Hollywood and New York were teeming with rumors that other program production chiefs are on their way out. Edward Montanus, president of MGM Television, denied such reports about himself. He said that while these film jobs are the type to wear a person down in five years or so, he's not thinking of leaving yet.

In the first of what some observers expect to be a series of management changes at Time-Life Films, Gerald M. Levin, president of Time's Home Box Office until being promoted to group vp for video last August, brought in a familiar face from HBO when he taped Mr. Furst; he had been an exec vp at the No. 1 pay cable network.

A company spokesman said Mr. Paisner will remain as a Time Inc. vp and adviser to Mr. Levin on tv and movies. Before going into the video operation about 10 years ago, Mr. Paisner was assistant to Andrew Heiskell, chairman of Time Inc., an association that sources think may keep Mr. Paisner secure in the corporate family if he wishes to stay.

(Continued on Page 69)

last minute news

Pizza Hut readying invitations for review

WICHITA—Pizza Hut will send out invitations to "several agencies within the month" as it conducts a review of its estimated $30,000,000 account (including co-op). Incumbent Foote, Cone & Belding, Chicago, will be on the list, according to the company, which declined to give a reason for the review.

NAB project to include hygiene, hemorrhoid items

PALM SPRINGS, CAL.—The National Assn. of Broadcasters tv and radio boards ordered the expansion of a planned public opinion research project on contraceptive advertising to include feminine hygiene and hemorrhoid care products as well, categories under frequent attack by viewers. The NAB codes currently do not authorize contraceptive advertising, but allow the other categories in certain dayparts.

(Continued on Page 8)

NEWSPAPER

Motorcycle market

AA MAR80
DC 20014 4CNGLIHSENR 94187 92001 1
3 HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

BEST AVAILABLE COPY

Daly reveals CBS' spring, fall tv plans

By COLBY COATES

NEW YORK—Though obviously pleased with the prime time surge that has propelled his network into a first place ratings tie with ABC, CBS Entertainment president Bob Daly still isn't ready to predict victory for the tumultuous 1979-80 season.

"I'm a firm believer in momentum and we have it now," Mr. Daly said, "but the Winter Olympics [on ABC] could slow us down."

Even though he thinks the controversy over the summer games "may add a few points" to ABC's February numbers, the CBS exec maintained "the key is whether they can promote their new shows and whether they are any good."

Paced by the Super Bowl, CBS took the 18th week of the prime time Nielsens with a 22.5 rating and 35.2 share compared to second place ABC's 20.2 rating and 32 share. More importantly, the network tied ABC for first place for the season-to-date with a 19.4 rating, something that hasn't happened since April, 1976.

Quite a comeback for Mr. Daly and crew, especially since "everybody had us all fired" last September when CBS got off to its traditional miserable start, due mainly to the baseball playoffs and World Series aired by the competition.

■ Although the CBS exec has absorbed some early season thrashings before, he admitted that, having survived the 1979 edition, "I can't take another start like that one again." As a result, CBS is mulling over a new tactical gambit for the fall of 1980.

"We may start the season with three movie nights," he said. "Then after baseball is over we would cancel one night and introduce our new dramatic hours." He ruled out breaking in the new hours in August after the political conventions are over on the grounds that hour films require more lead time.

It is possible, however, that CBS may get an earlier jump with a few taped half hour comedies. "Logistically the turnaround time isn't as great as films," he said.

Like his counterparts at ABC and NBC, Mr. Daly expects to log plenty of overtime during the next 60 days, assembling the schedule for the 1980 prime time campaign. The difference between CBS and its peers, however, seems to be both in the quantity and quality of the programs that could land a prime time slot.

"As ABC can testify, it's a tough

(Continued on Page 69)

Becomes Olympics net for '84

ABC gets Yugoslav rights

By JAMES P. FORKAN

NEW YORK—ABC won the gold medal for the most Olympics—and most expensive games—within a 20-year period when it landed the 1984 Winter Olympics rights for about $90,000,000.

ABC's money machine, which late last year won the '84 summer games for $220,000,000-plus, will shell out much more for the Yugoslavia games than it will for Lake Placid's, with its rights of $15,500,000 and production costs of $30,000,000. The $90,000,000 figure excludes production.

ABC, which will have covered nine of the 12 Olympics from 1964 through '84, was mum on pricing the time in its 60-plus hours of mostly prime time coverage. NBC, with its Moscow woes, left the Yugoslavia bidding early in the week when it could not get a 60-day delay.

As for the Moscow Olympics coverage, an NBC-TV official said, "No one has withdrawn as a sponsor." He added, "I'm sure people are thinking about that. Nothing has happened yet."

■ Although President Carter reiterated his boycott sentiments during his Jan. 23 State of the Union telecast, NBC officials said there still are "a lot of what ifs," including what if the Russians comply with Mr. Carter's demand that they leave Afghanistan? NBC will be "guided by government policies and regulations," but policy in this case will not be "clear" till the President's Feb. 20 deadline for withdrawal arrives, these network officials said. NBC also will be watching the outcome of the U.S. Olympic Committee meeting Jan. 26-27 and its poll of team members on a boycott.

If the network does not cover the games, various NBC execs said, the replacement fare would have to be "fairly normal" programing, given the short lead time. Some industry sources thought NBC could, for one thing, try out more summer series ideas than it had planned.

■ As for selling this non-Olympics July-August time, NBC will not

(Continued on Page 70)

Services rate agencies

	Ted Bates & Co. Navy	J. Walter Thompson Co. Marines	D'Arcy-MacManus & Masius Air Force	W. B. Doner & Co. National Guard
Account Mgmt	*	8	8	9
Creative	10	9	7	7
Media	9	9	10	5
Research	7	9	9	8
Timeliness	8	9	9	9½
Cost Control	10	7	10	9
Initiative	10	8	8	8
Personal Chemistry	10	10	10	10
Communications	10	10	10	9½
Do they understand our problems	9	10	10	10

*No rating given.

Military ad staffs rated their agencies, with 10 the top score, for Defense Department ad consultants. Burrell Advertising, Chicago, the Navy's minority agency, was not rated. Scores for Army agency, N W Ayer ABH, weren't available.

WRG to Seattle via ex-Kraft Smithers

NEWPORT BEACH, CAL.—Wells, Rich, Greene, while locked in a struggle to retain $30,000,000 in billings from key accounts serviced by its Los Angeles office, will open a new full-service office in Seattle and begin prospecting for new business in the Northwest.

■ WRG/West chairman Raymond Townsend said the Seattle office will open in mid-February with a nucleus provided by former executives of Kraft Smith Inc., Seattle (AA, Jan. 21).

Robert Wolf, senior vp and WRG/Los Angeles managing director, flatly denied such a move was afoot when questioned by ADVERTISING AGE a week earlier, as did William Mullen, one of the Kraft Smith execs.

Heading the WRG Seattle office as managing director will be John Henry Barber, formerly a vp with Kraft Smith. Other top executives will be Mr. Mullen, creative director; James Aaby, associate creative director, and Ronald Jaco, media director. All held similar posts at Kraft Smith.

Initial efforts of the Seattle office, said Mr. Townsend, will be the development of new business, with two presentations scheduled this week. The $3,500,000 Brittania sportwear account, located in

(Continued on Page 73)

Study pins medals on military ad team

By RICHARD L. GORDON

WASHINGTON—Even as President Carter spoke last week of reviving the military draft, Pentagon ad managers were getting a straight "A" report for their handling of the "all volunteer" military's multi-million-dollar recruit advertising effort.

The praise was from New York ad consultants Canter, Achenbaum, Heekin, whose top to bottom look at military ad management—paid for by the Pentagon (AA, May 29, '78)—is gradually surfacing.

The reports available last week express the consultants' view that the Pentagon ad managers have become the equals of topflight ad managers in private business—if not better.

But changes were urged in the systems some of the services use for selecting ad agencies, including eliminating ground rules that may favor incumbents over challenging agencies and switching to competitions every five years instead of every three, as now required by federal contracting rules.

While a summary report was not available, each of the individual service studies available praised the "professionalism" and "organizational skills" of the military ad staffs.

■ Canter, Achenbaum, Heekin reports on the Navy, Air Force and Marines based much of their praise for the service ad executives on their planning efforts. The Navy had "better long-term marketing cost planning than found in most private sector companies," the consultants said.

The Air Force, likewise, does "an admirable job in the planning area, much better than most companies in the private sector," according to the reports.

The Marines were cited for their system of setting objectives; their professionalism is "comparable if not superior to the best managers of advertising in business and industry."

Where the military ad teams fall

(Continued on Page 72)

highlights

Monday, January 28, 1980

The International Newspaper Advertising Executives 124th sales conference, held in Dallas last week, concentrated on familiar themes such as increasing national advertising and keeping retail advertisers from switching to other media. *See Page 4.*

Borden plans its biggest Cracker Jack campaign ever. *See Page 6.*

Charles N. Blakemore moves to Benton & Bowles as top creative executive. *See Page 6.*

A "1981" inauguration spot by Della Femina, Travisano & Partners for the California Jeep Dealers Assn. doesn't feature Ted Kennedy—but some say it looks like it does. *See Page 14.*

An FTC antitruster said Time Inc.'s buy of Book-of-the-Month Club is getting "particularly close scrutiny," but added that FTC is planning no unconventional antitrust moves in the media industry. *See Page 14.*

Licensing programs proved successful for Sunkist Growers in 1979. *See Page 22.*

Commuter airlines' chances for more exposure in the *Official Airline Guide* took a nose dive with a recent FTC decision. *See Page 30.*

Media watchers expect Thomson Newspapers to revive its newly acquired Canadian chain, F.P. Publications. *See Page 38.*

David Deutsch probes the fine line between making suggestions that serve as guidelines and suggestions that interfere with creativity. *See Page 43.*

Alan Eirinberg takes a look at how banks and savings institutions responded to the threat of losing deposits to "near-bank" competitors who weren't limited to interest rates established under the government Regulation Q. *See Page 43.*

Robert S. Allison describes how daily morning meetings can be put to use to get the most from agency talent and improve advertising campaigns. *See Page 44.*

Volney Palmer answers a query about the knack of thinking and feeling "like common people." *See Page 44.*

Ed Meyer sees some surprising changes in sales promotions in the 1980s—the key being adjusting to the life styles of the decade. *See Page 47.*

Spanish ad agencies are in a tizzy over a media-buying shop that is growing extraordinarily fast. *See Page 50.*

Promo/NCK, a small Lisbon agency, has brought a $1,000,000 lawsuit against Norman, Craig & Kummel because the U.S. agency allegedly broke a contract between the two agencies. *See Page 55.*

Legal problems still abound as Anheuser-Busch continues to push Budweiser on the U.K. market. *See Page 60.*

Chicago Sun-Times editor-in-chief apparently is being groomed to replace Marshall Field V. *See Page 69.*

Bacardi Rum capped a period of successive sales increases by taking the lead in a study of liquor brand rankings last year. *See Page 74.*

Mobil ads to be aired during the company's syndicated series prompted three tv stations to cancel scheduled broadcasts. *See Page 74.*

Section 2

Section 2 on Philadelphia explores the City of Brotherly Love from an advertising point of view, from the agency scene to a media roundup and its broadcast production capabilities. Included are articles on where to go and what to do, sports, restaurants and an agency roundtable discussion, beginning opposite Page 38.

REGULAR FEATURES

ACCOUNT CHANGES	67	FEATURES SECTION	43
ADBEAT	66	FOR THE RECORD	69
ADVERTISING MARKETPLACE	61	OBITUARIES	66, 73
ADVERTISING STOCK PRICES	74	PHOTO REVIEW	26
AGENCY PEOPLE	72	PRESSTIME	8
BRADY	10	REGIONAL NEWS	34
CON-SID-ERATIONS	16	VIDEOTECH	20
CORRECTIONS & CLARIFICATIONS	71	VOICE OF THE ADVERTISER	56
EDITORIAL VIEWPOINT	16	WASHINGTON BEAT	12

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Bacardi rum-bles to top-seller spot

By JOSH LEVINE

NEW YORK—Bacardi rum has capped a decade of steady volume increases to emerge as the nation's top liquor brand in the last year of the '70s, according to *Impact*, an industry newsletter.

Bacardi moved up from third place in 1978 to establish what *Impact* editor and publisher Marvin Shanken envisions as a long reign atop his annual rankings. The study, due for release Friday, also charts increased share for key brands in all categories.

The Bacardi Imports' brand displaced Heublein's Smirnoff vodka, the 1978 leader, with 1979 depletions of 6,350,000 cases, up 15% from 1978. (Depletions measure the transfer of three-gallon cases from wholesaler to retailer.)

▪ Though still a powerhouse, Seagram's 7 Crown dropped from second place to third last year, with depletions of 5,540,000 cases. Before 1978, 7 Crown enjoyed a 30-year dynasty as America's most popular liquor brand. Its decline confirms the country's shift to the lighter "white goods"—vodka, rum and gin.

Of the top 10 brands, all five white goods registered an increase in case depletions. "Brown goods" brands in the top 10—Canadian whisky, scotch, bourbon and blended whisky—all dropped below their 1978 volume in 1979, with the exception of Jim Beam, up 2%.

But even with the decline in depletions, key brown goods brands performed better than the categories in which they fell. "Premium brands have the margin to support enough advertising to maintain their positioning in the market," said Mr. Shanken.

In the scotch category, *Impact's* 10-year comparison showed that three ranked brands, J&B Rare, Dewar's and Cutty Sark, held a combined 35.3% of the market last year compared with 30.6% in 1970. Four ranked bourbon brands rose from 21.5% of the category in 1970 to 38.7% in 1979; five ranked Canadians rose slightly to 73% from 72.1% 10 years ago, and two ranked blends grew from 34.5% to 49.6%.

"Distillers will continue to support those key brands heavily in coming years," Mr. Shanken said, "and advertising dollars spent per case probably will increase. That trend goes along with general consolidation of brands and severe financial management. There will be a slowdown in marketing support for secondary brands."

Whatever ad support is marshaled behind other brands, Bacardi promises to hold the top spot for years to come, Mr. Shanken said. "The king is dead," he intoned. "Long live the king." #

1979 IMPACT RANKING
TOP SELLING DISTILLED SPIRITS BRANDS IN U.S.
(Thousands of 3.0 gallon cases)

Rank	Brand	Distiller/ Importer	Category	Three Gallon Case Depletions 1978	1979	Change	Average Annual Compounded Growth Rate (Nine Years) 1970-1979
1	BACARDI	Bacardi Imports	Rum	5,520	6,350	+ 15%	13%
2	SMIRNOFF	Heublein	Vodka	5,985	6,020	+ 1%	8%
3	SEAGRAM'S 7 CROWN	Seagram	Blend	5,650	5,540	– 2%	2%
4	SEAGRAM'S VO	Seagram	Canadian	3,620	3,450	– 5%	1%
5	CANADIAN CLUB	Hiram Walker	Canadian	3,085	3,035	– 2%	1%
6	JIM BEAM	James B. Beam	Bourbon	2,860	2,910	+ 2%	2%
7	POPOV	Heublein	Vodka	2,230	2,800	+ 26%	16%
8	SEAGRAM'S GIN	Seagram	Gin	2,350	2,520	+ 6%	11%
9	GORDON'S GIN	Renfield	Gin	2,385	2,480	+ 4%	1%
10	J & B RARE	Paddington	Scotch	2,500	2,475	– 1%	1%
11	WINDSOR SUPREME	National	Canadian	2,220	2,250	+ 1%	6%
12	CANADIAN MIST	Brown-Forman	Canadian	2,110	2,240	+ 6%	16%
13	JACK DANIEL'S	Brown-Forman	Bourbon	1,895	2,160	+ 14%	15%
14	DEWAR'S	Schenley	Scotch	1,845	2,020	+ 9%	4%
15	GILBEY'S GIN	National	Gin	1,925	1,875	– 3%	1%
16	ANCIENT AGE	Schenley	Bourbon	1,800	1,725	– 4%	1%
17	BLACK VELVET	Heublein	Canadian	1,660	1,720	+ 4%	17%
18	CUTTY SARK	Buckingham	Scotch	1,760	1,690	– 4%	1%
19	KESSLER	Seagram	Blend	1,680	1,600	– 5%	1%
20	EARLY TIMES	Brown-Forman	Bourbon	1,685	1,595	– 5%	– 1%
	TOP TWENTY BRANDS	– –	– –	54,765	56,455	+ 3%	4%

Source: IMPACT DATABANK 1980

AmEx hopes to 'balance' cheque ads

(Continued from Page 3)

wide-ranging talk on the need to control "Big Brother" technology, noting some emerging social trends that he thinks sophisticated marketers should note. Mr. Robinson sees a societal shift from "a value system of conformity to one of competing systems—a multi-choice society.

"A new set of values is emerging from the negative, post-Vietnam, post-Watergate era," Mr. Robinson said. "They revolve around: The movement away from big government to local government initiative; deregulation and less regulation as a national priority; the replacement, in part, of the Protestant work ethic by the "Society of Entitlement"; the psychology of high inflation and its complex impact on standards of living; the decline of the two-party system and the rise of special interest groups, and the rise of working women and the two-income family.

"The implications of this value shift to a multichoice society will have a profound effect upon business," said Mr. Robinson. "It will mean, among other things, that the private sector will have to cope with a society that is even more highly segmented by market. The tastes and values of the consumer will reflect great diversity . . . and diversity will represent new opportunities for those with the capacity to respond and deliver.

"Needless to say the financial services industry is influenced and will continue to be influenced by these changing consumer trends," he continued.

"The image of America as a homogeneous market is declining," continued Mr. Robinson. "The image of America as a marketplace of diversity is ascending."

Looking to the 1980s, Mr. Robinson thinks marketing will be of utmost importance to financial institutions. "What is obvious is that the banking environment will be characterized by tough competition and an escalating use of new marketing techniques to lure the increasingly bewildered and inflation-conscious consumer."

As far as claims that we may become a "cashless society" in the near future, Mr. Robinson is skeptical. "I do not believe the cashless society is immediately at hand because it does not reflect the public's deepest wish. Instead, in terms of payment systems, individuals will want more options, not less."

Mr. Robinson thinks commercial tv will face more problems in the future. "Tv has already begun to lose some of its ground. With new home entertainment options, it is no longer the only wheel in town." #

Stations drop Mobil tv series, citing FCC

NEW YORK—Mobil Corp. has hastily juggled the lineup of tv stations in the syndication network for its six-part series, "Edward and Mrs. Simpson," after three Post-Newsweek stations canceled the broadcasts in response to Mobil's commercials.

The stations pulling out—WDIV, Detroit; WFSB, Hartford, Conn., and WJXT, Jacksonville, Fla., found a "moral" in the issue-oriented commercials (part of the syndication package), produced in the form of fables. If ads "make explicit allusions to important controversial issues," as a Post-Newsweek attorney put it, stations are required to grant equal time for opposing views under the Federal Communications Commission's fairness doctrine.

▪ Mobil enlisted WKBD, Detroit; WVIT, Hartford, and WJCT, Jacksonville, to replace the defectors. In Detroit, a crucial market and audience for Mobil's energy-related fables, WDIV as an NBC affiliate leads independent WKBD, owned by the Field stations.

"I consider their [the Post-Newsweek stations] actions to be censorship," said Herbert Schmertz, Mobil vp-public affairs, who created the ads. "It's curious to note that print versions of the same ads ran in the same company's newspaper, the *Washington Post*," he added.

Mr. Schmertz has long battled network policy on issue-oriented ads.

▪ Before trading its Washington tv station for its current Detroit outlet, Post-Newsweek had been involved in at least two legal fights over "controversial" commercial messages.

In 1976, a Texaco spot that aired on the Washington station drew attacks for allegedly promoting the virtues of integrated oil companies at a time when the Senate was debating whether to break up the oil industry (AA, Aug. 16, '76). FCC ordered the station to carry opposing views.

▪ Earlier, Post-Newsweek fought to the U.S. Supreme Court and won a decision upholding its right to refuse to air commercials challenging the Vietnam War.

The Mobil commercials were produced by Steve Gold Productions and placed by SFM Media Service Corp. here. #

advertising stock prices

NEW YORK—Closing prices of selected agency, media and research company stocks:

NEW YORK STOCK EXCHANGE

	Jan. 23	Jan. 9
ABC	36⅛	36½
John Blair	20¾	20⅛
Capital Cities	48	47¼
CBS	53⅝	52⅝
Cowles Comm	24	22¾
Cox B'cstg	66	65
R. R. Donnelley	27⅜	28
Dow Jones	46½	42½
Dun & Bradstreet	43⅝	45⅛
Esquire	15¼	16⅜
FCB	26⅛	24⅝
Gannett Co	46⅛	47¾
Harcourt Brace	33⅛	32¾
Harte-Hanks	27⅛	27¼
Houghton-Mifflin	31	30¼
Interpublic	35⅛	34
Jefferson-Pilot	28⅛	29½
Knight-Ridder	24¾	25
McGraw-Hill	29½	28
Macmillan	14¼	14⅛
Meredith Corp	34½	33⅛
Metromedia	72⅛	72⅛
Playboy	16⅛	14¾
RCA	22½	24
Scott, Foresman	25¼	25⅜
Storer B'cstg	30⅛	25
Taft B'cstg	33¼	34½
Teleprompter	23¼	24¼
JWT	30⅛	28⅛
Time	49½	48
Times Mirror	38¾	36¾
Viacom	42¾	38⅛
Wometco	21¼	21

AMERICAN STOCK EXCHANGE

Affiliated Publications	29⅛	29¼
Gross Telecasting	26	26⅛
Media General	28⅛	25¼
New York Times	22¾	23⅛
Prentice-Hall	22½	23⅛
Sonderling B'cstg	30¼	29¼
Washington Post	20	20¼

OVER-THE-COUNTER (Bid)

BBDO	34¼	34
Doremus	7	7
DDB	27⅛	24½
Grey	45½	41½
Lin B'cstg	45½	46½
Market Facts	8	8
Multimedia	32¾	33¼
A. C. Nielsen Co	29½	27½
Ogilvy & Mather	23¾	21
Scholastic Magazines	13½	14
Scripps-Howard B'cstg	63	65
Synergistic Comm	1⅛	1⅛
UA-Columbia Cablevision	47	40
Webb Co	17½	17

Quotations supplied by James L. Finger, Merrill Lynch, Pierce, Fenner & Smith, New York

Index to Advertisers

Ad Vantage Audio, Inc. 56
Advertising Age 58/59, 68
Amalgamated Publishers, Inc. S27
American Bar Association Journal 39
American Thermoplastic Company 67
Association Trends 71
Barron's 8
Beemak Plastics 54
Bridgeport Post-Telegram 34E
Burpee Seeds 20
Burton Studios S29
CBS Radio Network 30
Cahners Publishing Company 13
Camden Courier Post S9
Cannon Racing Team, Inc. 22
Careers Unlimited 50
Carousel Hotel S16
Center City Video, Inc. S18
Chilton Company 75, S6/S7
Cite Services 50
Cole Film Service 34M
The Collector/Investor 52/53
The Commonwealth Group, Inc. 50
Communications Company 6
Computer Image Corporation 22
Computer Print Systems Inc. S12
Cosmopolitan 35
Crain Books 60
Crain's Chicago Business 73
Creative Black Book 45
Creative Communications Associates 60
DS America 39
Daygle 20
Dilley Manufacturing Co. 38
F.A.Z. Magazin 51
Field Communications 38
Game Show Placements, Ltd. 30
Graphic Calculator Company 67
Graphic Services, Inc. 10
Thelma Gray/Compton Public Relations S23
Grit Publishing Co. 40/41
J. Hegel Adv. Inc. S25
Home Delivery Systems S20
Inc. Magazine 7
JRP Surveys Inc. S12
Jet Cargo News-Cordovan 57
Will Jordan 73
KYW Newsradio 1060 S5
Lee Myles, Inc. 6
Lewis & Gilman Incorporated S9
McFadden Associates, Inc. S17
Magazine Publishers Association 21
Managing the Leisure Facility 56
Manhattan Squash & Racquetball Club 56
Maxim's de Paris 67
Midwest Decalcomania Co. 56
Money 36/37
Ms. Magazine 42
National Geographic 28/29
National TV Log 71
New Jersey Shore Magazine S16
Newsweek 5
Orange County Metro Group 4
Organic Gardening 6
Output Magazine 48/49
PMAA/Promotion Marketing Assn. of America, Inc. 12
Petersen Publishing Company 9
Philadelphia Bulletin S10/S11
Philadelphia Inquirer Daily News S3
Pinwheel Systems S23
Playboy 67
Plymouth Mills 30
Michel Poignant 50
Polyline Corp. 71
Prevention Magazine 17, 18/19
Progressive Grocer 31
Promotional Slidegude Corp. 55
Radio Advertising Bureau, Inc. 23
Rollins Outdoor Advertising S18
San Francisco Newspaper Agency 76
Satire, Inc. 39
Schulman Berry Kramer S4
Science 80 15
Scientific American 24/25
Seattle Times 10
The Seventh Art S24
Shopping Center Network 26
Spectrum S14
Spiro & Associates S21
E. J. Stewart Inc. S22
TAPCO Commercial Printers S26
T.C.C. Easy List 10
T.V. Guide 11
Taylor Graphics 12
Time 27
US Magazine 32/33
U.S. Postal Service 57
Ventura Associates, Inc. 38
Vividize Inc. 57
WPHL Productions S8
WTAF TV S11
Webcraft Converting Printers 22
Weightman S14/S15
Western Horseman 12
Westwood One 4
WillisGrant Marketing Communications, Inc. S19
Wilmington News Journal Papers S4
Ziff-Davis In Flight Publishing Group 54/55